

MARCEL GOIC.

Department of Industrial Engineering, University of Chile
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Employment

	UNIVERSIDAD DE CHILE Department of Industrial Engineering	Santiago, Chile
2011 - 2014 -	Assistant Professor of Marketing Director Center of Retail Studies (CERET)	
	UNIVERSIDAD DE O'HIGGINS School of Engineering	Rancagua, Chile
2017-2020	Head of Undergraduate Program in Industrial Engineering	

Education

2005 - 2011	CARNEGIE MELLON UNIVERSITY	Pittsburgh, USA
	Ph.D. INDUSTRIAL ADMINISTRATION, Marketing (2011) M.Sc. INDUSTRIAL ADMINISTRATION, Marketing (2007)	
1996 - 2003	UNIVERSITY OF CHILE	Santiago, Chile
	MASTER IN OPERATIONS MANAGEMENT, School of Engineering (2003). INDUSTRIAL ENGINEER, School of Engineering (2003). BACHELOR IN ENGINEERING, School of Engineering (2001).	

Research Interests

Retail Management, Channels, Pricing and Assortment Planning, Decision Support Systems, Online Marketing, Database Marketing, Bayesian Statistics.

Honors

- Franz Edelman Award for Achievement in Advanced Analytics, Operations Research and the Management Sciences, 2022.
- INFORMS Innovative Applications in Analytics Award semi-finalist 2021.
- Teaching Excellence Award 2020, U. of Chile.
- Teaching Excellence Award 2018, MBA, Industrial Engineering, U. of Chile.
- Teaching Excellence Award 2015, Undergraduate Program, Ind. Engineering, U. of Chile.
- Teaching Excellence Award 2015, Executive Education, Ind. Engineering, U. of Chile.
- William Larimer Mellon Fellowship, Carnegie Mellon University (2005-2009)
- Presidential Fellowship to conduct Doctoral Studies (2005-2008).
- Scholarship for graduate studies at the master level, CONICYT, 2002.
- Best Graduated Engineer. Award for the best excellent academic performance and personal qualities, Chilean Board of Engineering (2004).
- Best Teaching Assistant Award, Ind. Engineering, University of Chile (2000, 2001, 2002).
- Outstanding Student Performance Award (top 5% of 4000 students), School of Engineering, University of Chile, 1997, 1998, 1999, 2000, 2001.

Research Grants

- FONDEF, Project ID21I10394 “Development of a prototype for transparent digital information for responsible credit based on behavioral economics” (awarded by ANID, Chile, equivalent to NSF). Role: Alternate director
- FONDEF, Project ID14I10388 “Technology development to improve customer experience in multichannel environments” (awarded by Conicyt, Chile, equivalent to NSF). Role: Director
- FONDEF, Project DO7I1130 “Methodologies for Investment Evaluations in Long Term Copper Mining Projects with uncertainty in prices and ore grades” (awarded by Conicyt, Chile, equivalent to NSF). Role: Associated Researcher.
- Fondecyt, Project 1221711 “Customer Behavior in Mobile Environments” (awarded by ANID, Chile, equivalent to NSF). Role: Principal Investigator
- Fondecyt, Project 11121434 “Customer Behavior in Multichannel Environments” (awarded by Conicyt, Chile, equivalent to NSF). Role: Principal Investigator
- Fondecyt, Project 1191745 “Behavioral nudges as applied to debt payment and prosocial behavior” (awarded by Conicyt, Chile, equivalent to NSF). Role: Co-Investigator
- InnovaChile CORFO 17ITE2-82616, “Forecast of promotion acceptance to reduce cost in marketing campaigns”. Role: Senior Researcher

Research

Published and Accepted Papers

1. N. Aramayo, M. Schiappacasse and **M. Goic** (2022). A Multi-Armed Bandit Approach for House Ads Recommendations (forthcoming, *Marketing Science*).
2. **M. Goic**, K. Jerath AND K. Kalyanam (2022) Investigating the Role of Digital Channels in Predicting Web Site Browsing Patterns and Purchase, *International Journal of Research in Marketing*, Vol 39, No 3.
3. A. Carranza, **M. Goic**, E. Lara, M. Olivares, G. Weintraub, J. Covarrubia, C. Escobedo, N. Jara, L. Basso (2021). The Social Divide of Social Distancing: Shelter-in-Place Behavior in Santiago during the COVID-19 (forthcoming, *Management Science*).
4. R. Muñoz-Cancino, S. Ríos, **M. Goic**, M. Graña (2021). Non-intrusive assessment of COVID-19 lockdown follow-up and impact using credit card information: case study in Chile (forthcoming, *International Journal of Environmental Research and Public Health*)
5. **M. Goic**, A. Rojas and I. Saavedra (2021). Investigating the Effectiveness of Triggered Email Marketing. *Journal of Interactive Marketing*, Vol 55, pp 118-145.
6. **M. Goic**, C Levenier. R. Montoya (2021). Drivers of customer satisfaction in the grocery retail industry: A longitudinal analysis across store formats. *Journal of Retailing and Consumer Services*. Vol 60, e102505.
7. **M. Goic**, MS Bozanic-Leal, M Badal, LJ Basso (2021). COVID-19: Short-term forecast of ICU beds in times of crisis. *PLOS One*, Vol 16, No 1, e0245272.
8. JP Cavada, C. Cortes, **M. Goic**, A. Weintraub, JI Zambrano (2020). Accounting for cost heterogeneity on the demand in the context of a technician dispatching problem, *European Journal of Operational Research*, Vol 287, No 3, pp 820-831.
9. **M. Goic**, R. Alvarez. R. Montoya (2018). The Effect of House Ads on Multichannel Sales *Journal Interactive Marketing*, Vol 42, pp 32-45.
10. **M. Goic**, M. Bosch and J.P Castro (2015). Detecting Inefficiently Managed Categories in a Retail Store. *Journal of Operational Research Society*, Vol 66, No 1, pp 160-171
11. R. Epstein, **M. Goic**, A. Weintraub, J. Catalan, P. Santibañez, R. Urrutia, R. Cancino, S. Gaete, A. Aguayo, F. Caro (2012). Long Term Production Chain Optimization in Open Pit and Underground Copper Mines. *Operation Research*, Vol 60, No 1 pp 4-17.
12. **M. Goic**, K. Jerath and K. Srinivasan (2011). Cross Markets Discounts. *Marketing Science*, Vol 30, No 1, pp 134-148.

Manuscripts under review:

- **M. Goic**, J. Guajardo and L. Ma (2021). Assessing the Complementary Role of Firm and Friends Recommendations in Mobile Environments.
- **M. Goic**, R. Montoya and I. Troncoso (2021) Estimating the Breakage Rate of an Airline's Frequent-flyer program using Individual Level Data.
- **M. Goic** and C. Saez (2021) How does the growth of online channels affect offline sales for different products and customers?
- **M. Goic**, L. Aburto (2021) Category Pricing Optimization using Data Driven Constraints

Working papers:

- **M. Goic**, J. Guajardo and L. Ma (2019) How Does the Value of Geolocation Information Vary Across the Purchase Funnel?
- N. ARAMAYO, **M. Goic**, J. Ni (2019) Heterogeneous Preferences in School Choices: Evidence from Chilean Admission Data with Price Information.
- **M. Goic** and R. Fuenzalida (2019) Enhancing Offline Store Operations with Online Browsing Data.
- **M. Goic** and A. Montgomery (2016) Inferring Competitor Pricing with Incomplete Information
- A. Montgomery and **M. Goic**, Making Better Pricing Decisions with Implied Priors (2015).

Book Chapters:

- **M. Goic** AND M. OLIVARES (2019) Omnichannel Analytics in *Operations in an Omnichannel World* (Springer Series in Supply Chain Management).

Other Publications (In Spanish):

- M. Bosch, **M. Goic** and J. Goñi (2006) "Promociones: Más que Rebajas de Precios", Trend Management.
- **M. Goic**. AND C. Caballero (2005) "Aplicación de Algoritmos Genéticos para el Mejoramiento del Proceso de Programación del Rodaje en la Industria del Cine Independiente" Documentos de Trabajo, Serie de Gestión No 73. Departamento de Ingeniería Industrial, Universidad de Chile.
- M Bosch, **M. Goic**. AND M. Jara (2005): "Diseño de un Instrumento de Estimación de Impacto para Eventos Auspiciados por Una Empresa Periodística" Documentos de Trabajo, Serie de Gestión No 70. Departamento de Ingeniería Industrial, Universidad de Chile.
- R. Epstein, J. Duhart AND **M. Goic**, (2003): "Estructura de Clusters e Innovación Tecnológica en Chile". Revista de Ingeniería de Sistemas, Vol XVII, N°1.

Conference presentations:

- "The Social Divide of Social Distancing: Lockdowns In Santiago During The Covid-19 Pandemic", INFORMS Annual Meeting 2021, Anaheim, USA (via Zoom).
- "A Multi-Armed Bandit Approach for House Ads Recommendations", NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning and Business Analytics (via Zoom)
- "El Rol de la Movilidad en la propagación de contagios del COVID-19 en la Región Metropolitana", 2do Workshop Modelos Covid en Chile 2020, Santiago, Chile
- "Location, Selection and Influence in Mobile Environments", Marketing Science Conference 2018, Philadelphia, USA.
- "Estimating the Breakage Rate of an Airline's Frequent-flyer program using Individual Level Data", Marketing Science Conference 2017, Los Angeles, USA.
- "Investigating the Effectiveness of Triggered Email Marketing", (1) Marketing Science Conference 2016, Shanghai, China. (2) CLAIIO 2016, Santiago, Chile.
- "Empirical Analysis of the Effectiveness of Mobile Channels" (1) INFORMS Annual Meeting 2014, San Francisco, USA. (2) Marketing Science Conference 2015, Baltimore, USA (3) NYU 2015 Conference on Digital Big Data, Smart Life & Mobile Marketing Analytics, New York, USA.

- “The Effect of Online Promotions on Offline Sales”. Marketing Science Conference 2014, Atlanta, USA.
- “Marketing Attribution in a Multichannel Customer Relationship Setting”. (1) Marketing Science Conference 2013, Istanbul, Turkey. (2) INFORMS Annual Meeting 2013, Minneapolis, USA.
- “Dynamic Assortment Planning for a Penny Auctions Website”. Marketing Science Conference 2012, Boston, USA.
- “Inferring Competitor Pricing with Incomplete Information”. Marketing Science Conference 2011, Houston, USA.
- “The Effect of Online Promotions on Offline Sales”, Marketing Science Conference 2014, Atlanta, USA.
- “Marketing Attribution in a Multichannel Customer Relationship Setting”. (1) Marketing Science Conference 2013, Istanbul, Turkey. (2) INFORMS Annual Meeting 2013, Minneapolis, USA.
- “Dynamic Assortment Planning for a Penny Auctions Website”. Marketing Science Conference 2012, Boston, USA.
- “Inferring Competitor Pricing with Incomplete Information”. Marketing Science Conference 2011, Houston, USA
- “On the Information of the Feasible Set in Pricing Decisions”. Marketing Science Conference 2008, Vancouver, Canada.
- “Detecting Inefficiently Managed Categories at a Supermarket”. Marketing Science Conference 2006, Pittsburgh, USA.

Invited Talks:

- “El Rol de la Ingeniería durante la crisis del Covid en Chile”, Colegio de Ingenieros de Chile, Santiago, Chile (abril, 2022).
- “Ingeniería Innovadora para la crisis del Covid en Chile”, Facultad de Ciencias Físicas y Matemáticas, Universidad de Chile, Santiago, Chile (abril, 2022).
- “Assessing the Complementary Role of Firm and Friends Recommendations in Mobile Environments”, XIII Taller en Organización Industrial y Teoría Económica, Concón, Chile (November 2021).
- “The Effect of Social Recommendation and Location in Reaching and Converting Mobile Customers”, Chinese University of Hong Kong, Hong Kong (April, 2018)
- “Omichannel Analytics”. Omnichannel Retailing Workshop, Dartmouth College, Hanover, USA (April, 2018)
- “Diseño de Estrategias Integradas de Comunicación entre Múltiples Canales,” Conferencia de Tendencias del Retail – International Council of Shopping Centers, Santiago Chile, (August, 2014)
- “A Bayesian Approach to Optimal Pricing Using Business Rules”. Pricing and Revenue Management Workshop, Universidad Torcuato Di Tella, Buenos Aires, Argentina (May, 2014)
- “Diseño de Estrategias Integradas de Comunicación entre Múltiples Canales,” VI Versión Seminario Gestión de Retail: Un Enfoque Analítico, Santiago Chile, (January, 2014)
- “Nuevas Tendencias en la Industria de Retail”, Sesión Plenaria – Ingeniería Comercial, Universidad Andrés Bello, Santiago, Chile (September, 2012)
- “Marketing Planning in the Social Network Era,” Seminario Internacional en Redes Sociales: Desafíos en la Empresa, Santiago, Chile (July, 2012)
- “Incorporación de Heterogeneidad en Decisiones Comerciales: Aplicaciones en la Industria del retail,” IV Versión Seminario Gestión de Retail: Un Enfoque Analítico, Santiago Chile, (January, 2011)

Academic Service

Ad-hoc reviewer for: Marketing Science, Management Science, Operations Research, Production and Operations Management, Information Systems Research, Journal of Interactive Marketing, Journal of Operations Management, Journal of Business Research, PLOS One, IEEE Transactions on Cybernetics, Journal of Retailing and Consumer Services, Intelligent Data Analysis, International

Journal of Production Economics, FONDECYT and FONDEF programs (Chilean Research Fund Council),

Consulting and Industry Work

Codelco, Falabella, Canal13, Latampass, IZIT App, Chilean Association of Supermarkets, DIRECTV, RQ Hotel Group, Agricola Antumalal, Arcoprime, ADRetail. SiTime.

Last Update: May 2022